
NEWS From:

Congressman Mike Honda

FIFTEENTH DISTRICT - CALIFORNIA



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Honda Joins with "Next Generation" Silicon Valley Company PIXIM to Tout Philanthropy, Discuss Role of High Tech in Meeting U.S. Security Needs

Mountain View, CA. — U.S. Rep. Mike Honda (D-San Jose) today joined Bob Weinschenk, chief executive officer of PIXIM, to announce the launch of a new philanthropy program in partnership with the Entrepreneurs Foundation, a Bay Area group that uses venture capital principles to support the growth of charitable organizations. Honda, a member of the Aviation Subcommittee in the U.S. House of Representatives, also stressed the important role that Silicon Valley companies like PIXIM must play in meeting our nation's new security needs.

"By using innovative approaches such as offering equity in exchange for guidance and support in developing programs that help our communities, new companies can develop long-term philanthropy programs and charitable organizations can receive needed funding, even in tough economic times" said Honda. **"I am very proud that the energy and imagination of our Valley remains focused on community involvement and programs to benefit our youth in addition to the bottom line."**

PIXIM's Weinschenk said the company was committed to having a positive impact on the community: **"Too often, fast-track technology companies pursue business objectives while losing sight of their larger obligation to the community. By making those obligations part of our corporate charter from the outset, we insure that as PIXIM grows, so will our commitment to philanthropy."**

PIXIM is a 37-employee, fabless semiconductor company, founded in 1999 with technology licensed from Stanford University's Programmable Digital Camera research program. The company's Digital Pixel System™ image capture technology is a revolutionary new type of imaging architecture that enables the highest image quality for security cameras, cell phones and portable camera accessories. The chips being produced by PIXIM combine all the functions required for precise digital imaging, replacing a set of 3-5 chips with a single chip, making PIXIM's DPS technology solution the first true "camera on a chip." Due to the high level of integration, DPS chips can be swiftly combined with other semiconductor digital systems to create new embedded cameras that reflect the convergence of many digital technologies. One application for this cutting edge technology is to allow places such as airports to install extremely small surveillance cameras that provide highly accurate images. For more information: www.pixim.com.

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The Entrepreneurs Foundation was founded by Mayfield venture capitalist Gib Myers in 1998 to establish community reinvestment as an integral part of the entrepreneurial culture in the Silicon Valley/Bay Area. The Entrepreneurs Foundation works with young companies to help them develop and implement community involvement programs; in return, each company gives the Entrepreneurs Foundation equity stock. The Entrepreneurs Foundation uses the capital from the appreciated stock to invest in successful social entrepreneurs focused on education and youth development. Since its inception, 80 early stage Bay Area companies have joined the Entrepreneurs Foundation. In 2000, more than 6,200 employees from the Entrepreneurs Foundation participating companies volunteered time with 85 Bay Area community organizations. The Entrepreneurs Foundation also has affiliate organizations in Austin, Dallas, Boston and Atlanta that have adopted its model. For more information, visit the Entrepreneurs Foundation website at <http://the-ef.org>.

PHOTOS AVAILABLE ONLINE: To view and download photos of the event, please visit www.pixim.com